

Belvedere:
Jerry Butler

July 13, 2005

Corte Madera:
Melissa Gill

TO: Executive Committee, Transportation Authority of Marin

RE: TAM & Measure A Logos – Agenda Item 3

Fairfax:
Lew Tremaine

Dear Commissioners:

Larkspur:
Joan Lundstrom

At the June 8, 2005 meeting, the Executive Committee requested staff develop two additional Measure A logos. A pedestrian icon was added to the other icons on one of the new logos. The new versions, as well as those you reviewed previously, are attached for your consideration.

Mill Valley:
Dick Swanson

Novato:
Pat Eklund

The chosen Measure A logo would likely be applied to the Measure A section of the TAM website, fact sheets, the Measure A Annual Report, and appropriate signage. In each of these cases the TAM logo likely would appear in the same application. The Measure A logo might appear independently of the TAM logo in materials and web pages promoting Measure A funded projects and programs.

Ross:
Jeanne Barr

San Anselmo:
Peter Breen

In addition, the TAM logo was slightly revised per the Executive Committee request, and is attached alongside the previously submitted TAM logo, for your information.

San Rafael:
Al Boro

Sausalito:
Amy Belser

Recommendation

Staff recommends that the TAM Executive Committee:

Tiburon:
Alice Fredericks

1. Choose one of the attached Measure A logos and TAM logos for use by TAM.

County of Marin:
Susan Adams
Hal Brown
Steve Kinsey
Charles McGlashan
Cynthia Murray

Respectfully Submitted,

Craig Tackabery
Executive Director

Attachments: New & Previous Measure A Logos
New & Previous TAM logos





Marin's Transportation Sales Tax



Marin's Transportation Sales Tax



Measure **A**

Marin's transportation sales tax



Marin's transportation sales tax



Marin's transportation sales tax